

7. (once amended) A method in accordance with Claim 1 wherein contact information includes at least one of a name, a social security number, a telephone number, and an address of the individual.

8. (Once amended) A method for providing advertising feedback, said method comprising the steps of:

- administering to each individual a password;
- utilizing the password to access a database;
- refusing to accept contact information from the individual;
- entering profile information about the individual in the database;
- storing the entered profile information in the database;
- presenting at least one of the individuals with a set of data; and
- receiving feedback from the at least one individual regarding the set of data.

16. (Once amended) Apparatus for conveying and storing information relating to anonymous data profiles, said apparatus comprising:

- a first data repository;
- a first computer linked to said first data repository, said first computer configured to communicate with said first data repository via a password and provide a first set of information about an individual to said first data repository, the first set of information lacking information

relating to a name, an address, a telephone number, and a social security number of the individual;

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a processor programmed to communicate with said first data repository and said first computer;

a second data repository; and

a second set of computers linked to said second data repository, said second set of computers configured to provide a plurality of second sets of information to said second data repository, said first data repository separate from said second data repository, said processor further programmed to communicate with said second data repository and said second set of computers.

19. (Once amended) Apparatus in accordance with Claim 16 wherein said second set of computers cannot access said first data repository.

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20. (Once amended) Apparatus in accordance with Claim 16 wherein said processor is further programmed to screen the second set of information and grant access to the screened second set of information by the first computer if the screened second set of information includes at least one attribute compatible with at least one attribute in the first set of information.

Remarks

The Office Action mailed January 15, 2002 has been carefully reviewed and the foregoing amendment has been made in consequence thereof.